

ORDER



KSNV

Orders

Order / Rev: 106970
 Alt Order #: 06855644
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S
 Flight Dates: 09/25/12 - 10/01/12
 Original Date / Rev: 09/24/12 / 10/23/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency

Name: Shorr Johnson Magnus
 Buying Contact: _____
 Billing Contact: _____
1831 Chestnut St.
Philadelphia, PA 19103

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: Berkley, Shelley for Senate
 Demographic: A35+
 Product Codes: PLC01
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru: _____
 Order Separation: 00:05:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	57	\$34,400.00	\$29,240.00
10/01/12	10/01/12	13	\$9,100.00	\$7,735.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	57	\$34,400.00	\$29,240.00	0.00
October 2012	13	\$9,100.00	\$7,735.00	0.00
Totals	70	\$43,500.00	\$36,975.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	17%	\$43,500.00
Market	100%	\$255,882.35

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	37%	\$94,676.47
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	23%	\$58,852.94
KTUD	0%	\$0.00
KVVU	20%	\$51,176.47
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$7,676.47

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/25/12	09/28/12	Wake Up Early w/ Wagner	CM	430a-5a	--TWT---	:30	4	\$50.00	3	0.00	NM	4	\$200.00

WAKE UP

Start Date End Date Weekdays Spots/Week Rate Rating

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 12	KSNV	09/25/12	09/28/12	Noon News Noon News	CM	12-1230pm	-TWTF--	:30	3	\$425.00	1	0.00	NM	3	\$1,275.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	3		\$425.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	09/24/12-09/30/12	Noon News		12-1230pm		-TWThF----	:30	(\$425.00)	0.00	NM				
See MG 12.5															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
5	KSNV	09/27/12-09/28/12	Noon News		12-1230pm		---ThF----	:30	\$425.00	0.00	NM				
Ⓜ MG for 12.1 09/26															
[Revised Rate to Reinstate]															
E 13	KSNV	10/01/12	10/01/12	Noon News Noon News	CM	12-1230pm	M-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$425.00		0.00						
E 21	KSNV	09/25/12	09/28/12	Dr. Phil Dr Phil	CM	3-4p	-TWTF--	:30	8	\$225.00	3	0.00	NM	4	\$900.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	4		\$225.00		0.00						
E 22	KSNV	09/30/12	09/30/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm	-----S	:30	2	\$900.00	2	0.00	NM	2	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S	2		\$900.00		0.00						
E 23	KSNV	09/25/12	09/28/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	-TWTF--	:30	4	\$225.00	3	0.00	NM	2	\$450.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	2		\$225.00		0.00						
E 24	KSNV	09/25/12	09/28/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	-TWTF--	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	4		\$700.00		0.00						
E 25	KSNV	10/01/12	10/01/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm	M-----	:30	1	\$725.00	1	0.00	NM	1	\$725.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$725.00		0.00						
E 26	KSNV	09/25/12	09/28/12	M-F Early News M-F Early News	CM	5-630p	-TWTF--	:30	5	\$1,000.00	1	0.00	NM	5	\$5,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	5		\$1,000.00		0.00						
E 28	KSNV	10/01/12	10/01/12	M-F Early News M-F Early News	CM	5-630p	M-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$1,200.00		0.00						
E 30	KSNV	09/25/12	09/28/12	FacetoFace/Ralston Rep Face to Face w/ J.Ralston	CM	730-758pm	-TWTF--	:30	3	\$800.00	1	0.00	NM	2	\$1,600.00
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	3		\$800.00		0.00						

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E 30	KSNV	09/25/12	09/28/12	FacetoFace/Ralston Report Face to Face w/ J.Ralston	CM	730-758pm	-TWTF--	:30	3	\$800.00	1	0.00	NM	2	\$1,600.00
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	3		\$800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/24/12-09/30/12		FacetoFace/Ralston Report		730-758pm	-TWThF----	:30		(\$800.00)		0.00	NM		
Credited															
[CREDIT - \$\$ RESPENT ON 10/23 BUY]															
2	KSNV	09/24/12-09/30/12		FacetoFace/Ralston Report		730-758pm	-TWThF----	:30		(\$800.00)		0.00	NM		
See MG 30.4															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
4	KSNV	09/27/12-09/27/12		FacetoFace/Ralston Report		730-758pm	---Th-----	:30		\$800.00		0.00	NM		
Ⓜ MG for 30.2 09/26															
[Revised Rate to Reinstate]															
E 31	KSNV	10/01/12	10/01/12	FacetoFace/Ralston Report Face to Face w/ J.Ralston	CM	730-758pm	M-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$900.00		0.00						
E 32	KSNV	09/29/12	09/29/12	Vegas Inc. Vegas Inc.	CM	6:30-8pm	-----S-	:30	1	\$225.00	2	0.00	NM	1	\$225.00
VEGAS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S-	1		\$225.00		0.00						
E 33	KSNV	09/25/12	09/28/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	-TWTF--	:30	3	\$1,000.00	1	0.00	NM	2	\$2,000.00
JEOPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	3		\$1,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/24/12-09/30/12		M-F Jeop/Wheel		630-730pm	-TWThF----	:30		(\$1,000.00)		0.00	NM		
Credited															
[CREDIT - \$\$ RESPENT ON 10/23 BUY]															
E 35	KSNV	09/29/12	09/29/12	Weekend Jeopardy/Wheel WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	1	\$500.00	1	0.00	NM	1	\$500.00
JEOPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S-	1		\$500.00		0.00						
E 41	KSNV	09/25/12	09/28/12	The Tonight Show Tonight Show	CM	1135p-1237a	-TWTF--	:30	3	\$425.00	1	0.00	NM	3	\$1,275.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	3		\$425.00		0.00						
E 42	KSNV	10/01/12	10/01/12	The Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$500.00		0.00						
E 43	KSNV	09/25/12	09/28/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	-TWTF--	:30	3	\$1,100.00	1	0.00	NM	3	\$3,300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	3		\$1,100.00		0.00						
E 44	KSNV	10/01/12	10/01/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$1,200.00		0.00						
E 45	KSNV	09/29/12	09/30/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$1,100.00	1	0.00	NM	1	\$1,100.00

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 Estimate: 30S
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----SS		2				\$1,100.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
2	KSNV	09/24/12-09/30/12		Sa-Su News 3 at Eleven		11pm-1135pm				-----SaSu	:30	(\$1,100.00)	0.00	NM	
Credited [CREDIT - \$\$ RESPENT ON 10/23 BUY]															
E 46	KSNV	09/30/12	09/30/12	News 3 Sunrise - SUND&M News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	1	\$325.00	1	0.00	NM	1	\$325.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S		1				\$325.00		0.00			
E 47	KSNV	09/30/12	09/30/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S		1				\$625.00		0.00			
													Totals	70	\$43,500.00